

Message Text

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PAGE 01 KUALA 02915 271203Z

46

ACTION COME-00

INFO OCT-01 EA-06 ISO-00 EB-07 /014 W
----- 073302

R 270950Z MAY 75

FM AMEMBASSY KUALA LUMPUR

TO AMEMBASSY SEOUL

INFO AMCONSUL HONG KONG

AMEMBASSY SINGAPORE

SECSTATE WASHDC 9996

LIMITED OFFICIAL USE KUALA LUMPUR 2915

E.O. 11652: N/A

TAGS: BDIS MY

SUBJ: KOREAN FIRM CLAIMS TO ASSEMBLE PIANO MADE FROM U.S.
COMPONENTS

1. NORMAN JOHNSON, DIRECTOR OF INTERNATIONAL DIVISION, BALDWIN PIANO & ORGAN CO. CALLED ON COMMATT TO DISCUSS CLAIMS MADE BY SAM ICK PIANO COMPANY, A KOREAN PIANO MANUFACTURER. ACCORDING TO JOHNSON, SAM ICK IS CLAIMING THAT ITS PIANO, MARKETED UNDER BRAND NAME OF "HORUGEL" IS ASSEMBLED IN KOREA FROM PARTS MANUFACTURED IN U.S. (COMMATT VERIFIED THIS BY CALL TO LOCAL AGENT OF SAM ICK). JOHNSON CLAIMS THAT HIS COMPANY HAS HAD LONG AND UNHAPPY HISTORY OF DEALINGS WITH SAM ICK. ACCORDING TO JOHNSON, "HORUGEL" ENTIRELY MANUFACTURED IN KOREA WITH ONLY RAW SPRUCE BEING IMPORTED FROM U.S. HE STATED THAT SAM ICK AGENTS IN HONG KONG, SINGAPORE AND MALAYSIA ARE ENJOYING EXCELLENT SALES, AT U.S. PIANO MANUFACTURERS' EXPENSE, BECAUSE OF CLAIM THAT "HORUGEL" ASSEMBLED FROM PARTS MANUFACTURED IN U.S.

2. COMMATT WOULD LIKE TO RAISE THIS ISSUE WITH GOM CONSUMERS PROTECTION AGENCY. BEFORE DOING SO, HOWEVER, WOULD APPRECIATE EMBASSY SEOUL'S VERIFYING THAT "HORUGEL" ACTUALLY MANUFACTURED IN KOREA AND NOT ASSEMBLED FROM U.S. COMPONENTS.

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UNDERHILL

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NNN

Message Attributes

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